

Message for Schneidman, Eileen

From: Schneidman, Eileen  
Date: Tue, Mar 14, 1995 5:28 PM  
Subject: RE: Telemarketing POS#'s  
To: Rebecca CHAMIAN

Rebecca,

Two things:

- 1) I completely agree with your reco that we have one POS # for all mini catalogues that don't contain an order form. Go ahead and rerun the ones used for the Deluxe Follow-up mailing.
- 2) We repulled the MAT only/non MCS folks last week and the # only fell to 2.2 million. Soon after we found out that a substantial amount of MCS consumers still have to be loaded to the database. Bottom line: we still feel that the 2.2 million number will drop to 1.2 or less. So we'll stick with the 200M number because it's our best guess now and we're out of time. If 200M changes, it'll happen w/o 3/27.

Eileen

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From: Rebecca CHAMIAN on Tue, Mar 14, 1995 2:35 PM  
Subject: Telemarketing POS#'s  
To: Eileen SCHNEIDMAN  
Cc: Lori ZEEMAN; Elliott OWENS; John WOLF; Maria HECHAVARRIA; Diane DILBERT

Eileen:

In your telemarketing brief, you noted that "after including new POS#'s, please rerun the same catalog we used for the Follow-Up mailing".

Our recommendation for this program is to use the SAME POS# on the inserted mini-catalog as was used for the Follow-Up mailing for the following reasons:

1. We can continue the current Follow-Up mailing mini catalog run without having to change plates (and generate new keylines with stripper type, etc.--all incurring extra time and money).
2. Because the quantities with which we are working (100M of each package; 200M total) are dependent on consumer response, these quantities may change. Thus, the most efficient way of producing these catalogs is to have one mini-catalog (one POS#) that can be used in EITHER package. This procedure will help to reduce the possibility of producing too many of one version or not enough of one

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version (which would result in having to go back on-press with subsequent time and cost implications).

3. Because these two packages are going to be handled by the same supplier, inserting one catalog would make the assembly process that much more efficient.

4. There is no need to have a separate POS# on the enclosed mini catalog since the order form has been removed and placed in the letter. The redeemer will be tracked by the SOURCE CODE on the order form (by the way, we still need these codes.), not by a PCS#.

Please call to discuss this issue ASAP, as we would like to make arrangements to continue the follow-up mini catalog press run with this telemarketing quantity of 200M.

Thanks, Eileen. -rebecca

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